



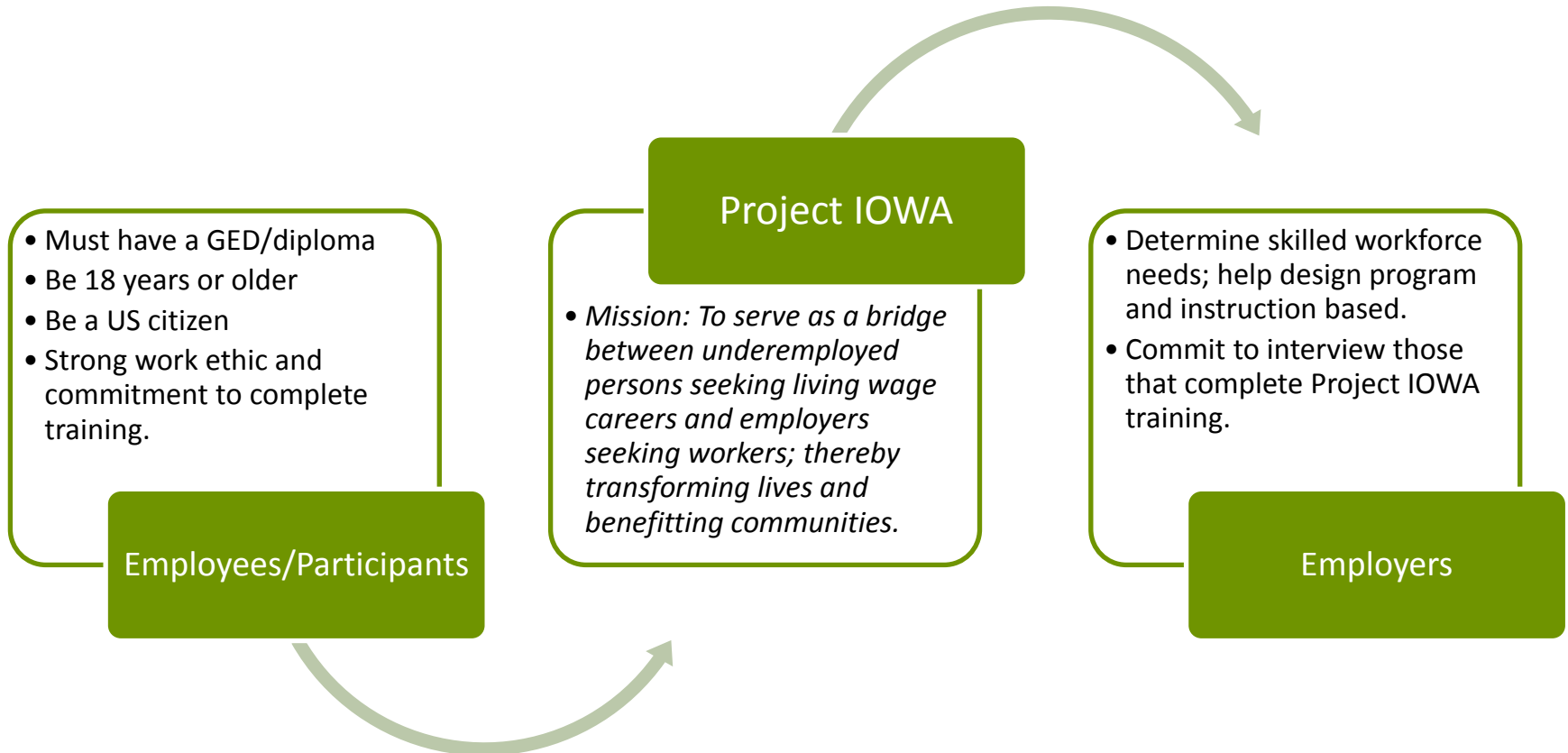
Iowa Opportunities for Workforce Advancement

21st Century Workforce initiative of AMOS (a mid-iowa organizing strategy)



Project IOWA

process chart





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Informational Meeting-

Discuss training programs, requirements and qualifications

CASAS (Academic Screening)

Phone Interview

Face to Face Interview

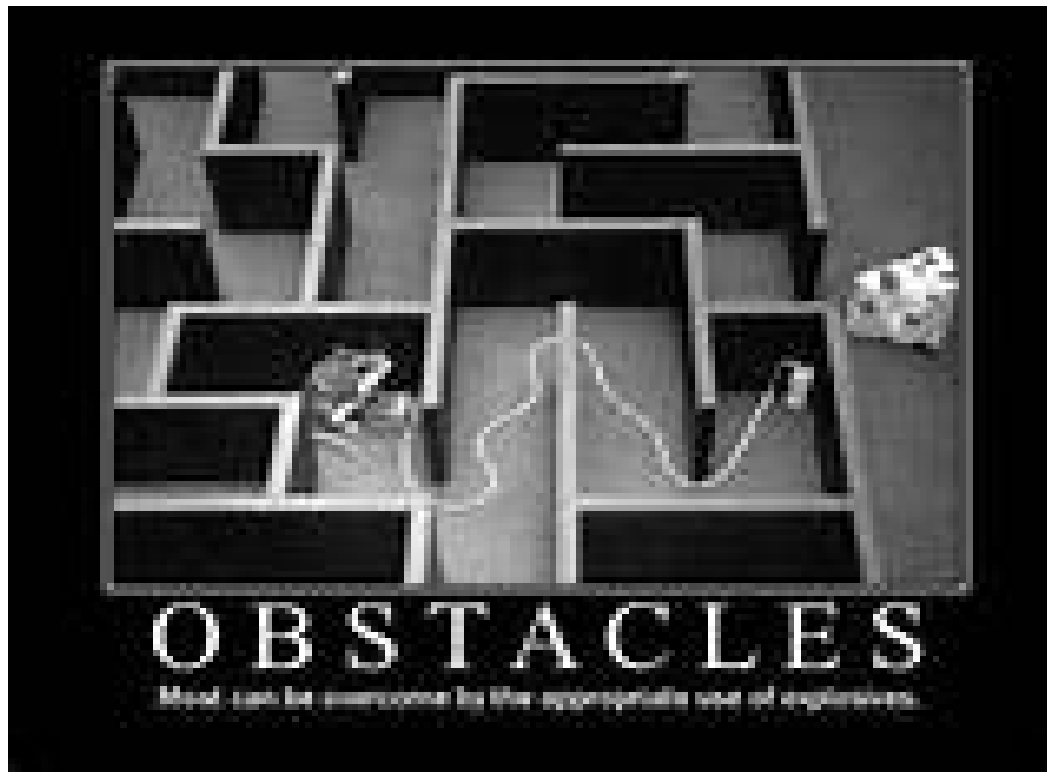
Pre-Qualifications *for enrollment*

- Workforce Investment Act (WIA) enrollment if available or participants qualify
- Drug testing
- Criminal History checks
- Other academic assessments as needed for curriculum



Enrolled in Project IOWA

**Begin Vision, Initiative, Perseverance (V.I.P.)
courses/employability training**





Complete Central Iowa Works (CIW) Checklist

- Education and Training
- Basic Skills
- Employment History
- Marketability of Skills
- Job Seeking
- Psycho-Social Support and Needs
- Vocational and/or Employment Goal Setting
- Material Supports and Needs
- Motivation and Self-Esteem
- Health
- Availability

**IT'S NOT THAT SOME
PEOPLE HAVE WILLPOWER
AND SOME DON'T.
IT'S THAT SOME PEOPLE
ARE READY TO CHANGE
AND OTHERS ARE NOT.**

DMACC TECHNICAL TRAINING



- COMMUNITY
- FACULTY
- COMMUNICATION
- OPPORTUNITY
- INDUSTRY INVOLVEMENT
- MEASURE PROGRESS

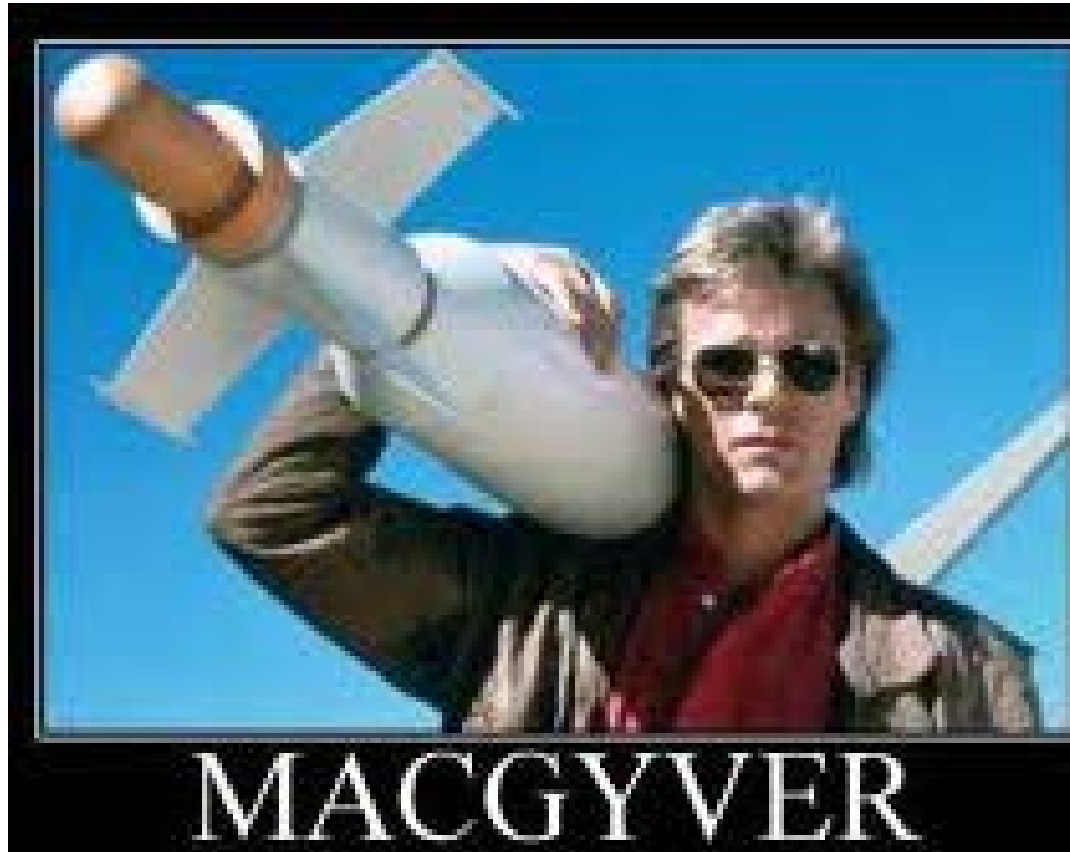
COMMUNITY



- FACULTY

- COMMUNICATION

OPPORTUNITY



All you need is a ball-point pen and a paper clip.

***“Practical Intelligence** = knowledge that helps you read situations correctly and get what you want.*

INDUSTRY INVOLVEMENT



MEASURE PROGRESS NOT COMPLETION



Interviews and job placement with employer partners

Employee Partners

Project IOWA partners have committed to participate in developing an initiative that nurtures, promotes and trains valuable employees who seek careers in growing industries in Central Iowa.

Project IOWA currently partners with the following organizations:

- Mercy Medical Center
- Vermeer Corporation
- ALMACO
- Des Moines Area Community College
- Mercy College
- Central City Development Corporation
- Bridgestone
- Sauer Danfoss
- General Mills
- Kreg Tools
- Mary Greeley Hospital



Retention and Follow up with Employees and Employer Partners





Outcome: Recruit, train, place and retain skilled workers in career track livable wage jobs.

STRATEGIES:

- Upfront work with employers seeking a skilled workforce.
 - Develop relationships with employers who need a skilled workforce.
 - Develop curriculum and technical training with employers.



Outcome: Recruit, train, place and retain skilled workers in career track livable wage jobs.

STRATEGIES:

- Screening for success.
 - Recruit for specific companies and positions.
 - Academic screening
 - Interviews
 - Drug Testing/Background Check
 - Assess for barriers that could derail success





Outcome: Recruit, train, place and retain skilled workers in career track livable wage jobs.

STRATEGIES:

- Pre Vision, Initiative and Perseverance class (V.I.P)
- Technical Training and Vision, Initiative and Perseverance (V.I.P.) classes taught concurrently





Outcome: Recruit, train, place and retain skilled workers in career track livable wage jobs.

STRATEGIES:

- Placement and Retention





SUCCESS =

Training and placing individuals in career track livable wage jobs that remain in the sector for 12 months or more.





Project IOWA Outcomes

Mission: Project IOWA serves as a bridge between underemployed persons seeking living wage careers and employers seeking workers, thereby transforming lives and benefitting communities.

Advanced Manufacturing:

37 welders completed- 24 participants' \$0.00 income/ Median hourly wage **\$14.76 per hour**

29/37 (80%) employed at

Vermeer

Dee Zee

ALMACO

EFCO

Quality Manufacturing

Tradesman Inc.

Aerotek

Eby Trailers

Over 6 months retention and pay increases have been received by 60%.

Other employer partners, Bridgestone, EMCO, Fisher Division of Emerson, General Mills, Kreg Tool, Priority Envelope, Sauer-Danfoss, Trinity Towers, and TPI

13 Certified Production Technician who graduated in December 2012 – 4 currently placed

Total trained in 2012 in advanced manufacturing 51

Healthcare

Certified Nursing Assistants- 6 trained and placed **100% employed.**

Alignment with Governor Branstad's Goals

200,000 New Jobs for Iowans- Project
IOWA's goal by December 31, 2012 –

51 individuals skilled up with
employment in living wage jobs with
benefits

25% Increase in Family Incomes- have
tripled individuals income

Placement rate- 83%

NCRC- 38 participants - 6 Bronze, 28
Silver, 4 Gold



Funding Sources for Project IOWA:

- Private Foundations
 - Annie E. Casey Foundation
 - OPUS
- Private Donors
- Central Iowa Works
- Federal
 - Workforce Investment Act \$
for training
- State



Significant Findings:

- Assessment and Pre-screening for both academic and employment success is necessary
- Working with employers to develop and assist in teaching the class key to employment success. Relationships and company loyalty are developed through these relationships
- Wrap around supports and coaching about how to address and think about barriers is an ongoing process that must continue after employment- **Follow up one year into employment.**
- Geographic location of the employee and employer is very important for retention and employment success.

